

CONTACTS

DECEMBER/67



Staff Put the Zing in Christmas ... page 8

Christmas Greetings from our President and Divisional General Manager



1967 was without a doubt a wonderful year for Canada. Everyone seems to have shared in celebrating our country's hundredth birthday. Most Canadians have felt closer together than ever before. The excitement of Expo and the many other centennial projects that travelled the country or made the headlines created a common bond to make us mutually proud to be Canadian. It has been a year of empathy, of real communication from coast to coast. This centennial spirit is, perhaps, akin to the goodwill and fellowship which are so prevalent at the Christmas season. It's a spirit seen at its best within this Company, where the loyal support of the staff is always apparent, but particularly so when the peak of Christmas business creates so many extra pressures. This rare opportunity to express appreciation for your goodwill with a personal word of thanks is one of the nicest things about Christmas. And so, best wishes to each and every one of you. May you enjoy a very Merry Christmas, and may Canada's second century get off to a great start with a Happy New Year for all in 1968.

John D. Eaton

The spirit of co-operation, loyalty and enthusiasm, evidenced by Eatonians in the Western Division of our Company, is noteworthy at all times, but especially during the Christmas season. 1967 was no exception, and I am grateful to each one of you.

It is my sincere wish that 1968, the first year of Canada's second century, will be one of continuing good health, happiness and prosperity for you, and for all members of your family.

Merry Christmas.

J. McNamee



CONTACTS

DECEMBER

Volume 3, Number 10

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

IN THIS ISSUE

Christmas Greetings from our
President and Divisional
General Manager — 2

Responsibility in Action — 4

They Make Sure Your Mail
Goes Through — 6

Staff Put the Zing in
Christmas — 8

Buyers Purchase Gifts for
Festive Season — 10

News, Pictures — 12

Good Neighbours — 16

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COVER STORY: At this time of
year, it's Eatonians who put the
zing in Christmas. The bright
smile and vitality of Stephenie
Manchulenko, Winnipeg Store,
adds zest to the Festive Season.



Staff Relations Manager Vic Fotheringham outlines to Hannah Edward, Staff Relations, information on a new division-wide project to computerize the Sickness Income Benefit plan.



Department Representative Ann Crull, left, contacts Angie Kliewer, Staff Relations, for information on sick benefits.

Responsibility in ACTION

AT THIS TIME OF YEAR many of our thoughts are turned towards helping others, the full-time responsibility of the Staff Relations Department in Winnipeg, whose job it is to look after the well-being of Eatonians in the Western Division.

Staff Relations personnel meet the challenge of directing staff welfare activities with enthusiasm and sensitivity to the needs of other people. An important requisite of their job is a wide knowledge of Company regulations and benefits.

Staff Relations covers many areas and coming up with the right answers isn't always easy. These frequent queries reflect a wide spectrum of responsibilities: When I retire, how much money will I receive from my Eaton pension? Does my medical coverage include x-rays? Could you tell me about staff sports activities?

"Essentially, we're in business to help you," said Vic Fotheringham, Staff Relations Manager. "But, to do the job effectively depends on a close personal relationship with department representatives."

Mr. Fotheringham described the Staff Relations function as the hub of wheel with spokes going out to department representatives.

"We need the spokes, or lines of communication, in



Betty Greenwood of Staff Relations, right, confers with two Wage Office personnel about medical coverage. Sophie Simpson, left, handles sickness benefits, while Agnes Horner, centre, looks after medical payments.

this case, so we can assist staff members with many every-day problems," said Mr. Fotheringham.

The department representative, the link to keep these lines of communication open, informs Staff Relations people of all illnesses, bereavements, absenteeism and other problems from their departments. Another bond with Staff Relations is the reps.' responsibility to the Eaton Employees' Charitable Fund. The duty of each rep. is to recruit potential Fund members from new staff.

Betty Greenwood of Staff Relations, whose job is to contact representatives, enjoys helping people. "Staff members find it helpful to have someone to talk with about their problems", she said, "and we do our best to come up with the right solution".

Another branch of Staff Relations is the Publications Office where Contacts Magazine is compiled. This publication is designed to keep Eatonians informed on store and staff activities throughout the division.

The Store and Catalogue hospitals also come under the wing of the Department. Margaret Lawrence directs the nurses who take care of people who need medical advice or attention.

Helping others takes teamwork. It's the kind of job that calls for experience, judgement and understanding. And probably most important of all, an exacting sense of responsibility.



Margaret Lawrence, left, and Lorraine Ferguson examine Tilley Hanczar's eye in the Winnipeg Store's hospital.



Preparations for retirement takes planning. Doris Taylor, Staff Relations, talks to Wilbert Aikins, Shoe Department, about the ERAP plan. Doris also conducts pre-retirement interviews with staff to familiarize them with pension benefits.



Accepted Staff suggestions are rewarded with cash prizes. Chairman of the Suggestion Committee is Roy Robinson, Merchandise Processing Supervisor — Soft Goods, and Lillian Phillips, Staff Relations, handles the secretarial duties.

They Make Sure Your Mail Goes Through



Driver John McRae picks up mail from the General Post Office and delivers it to the Winnipeg Store's post office.

The mail must go through, according to frontier legend, and Eaton Correspondence Offices across the Division do their best to make sure it does. Staff are especially busy at this time of year when they're nearly inundated by Christmas volume increases.

In the Winnipeg store's Correspondence Office the regular day-by-day work load keeps busy a staff of eight mail personnel, three truck drivers and four teletype operators.

During the past year 300,000 pieces of out-going Post Office mail were processed in the office.

About 3,000 pieces of mail are received, sorted and distributed, on a working day.

"The mail goes through but it's not always easy," said Al Sizeland, Teletype & Correspondence Office Supervisor, "particularly when it's incorrectly addressed."

Finding the right person sometimes takes the skills of a super-

sleuth. "It also takes a lot of time checking and searching before this 'mystery' mail reaches its proper destination," said Mr. Sizeland. The Correspondence Office head, urged staff to insure all mail has a name, description of department and location, clearly printed on the envelope.

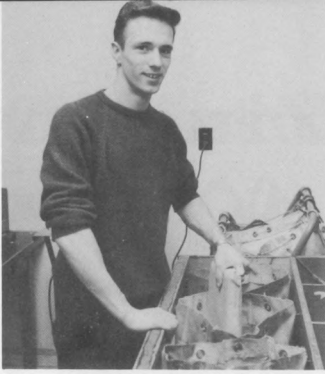
Edith MacCallum, Senior Mail Opener, whose job it is to find a place for gone astray mail, adds her plea to "please address your mail carefully."



Mail is sorted in the Winnipeg Store's Correspondence Office by Pat Richardson, left, Edith MacCallum, Margaret Miscavish and Joan Sawatzky. In charge of mailing is Al Sizeland, Teletype and Correspondence Office Supervisor, at right. The department recently moved to a new location on the 8th floor.



Darlene Briggs sorts incoming and out-going mail in the Brandon Store.



Bill Hanchakove, Winnipeg Correspondence Office, sorts branch store mail.



Ed Wouchuk, Winnipeg Correspondence Office, picks mail up from the Store Post Office. Ed's main duty is collecting department sales bills from stock stored in the Service Building.



Murray Beeston delivers mail in the Service Building by bicycle.



Incoming Catalogue Sales Office orders are sorted in the Winnipeg Catalogue Building by Isabel Thompson, left, Mary De Vuono, Elaine Sitarz and Sharon Bradshaw.



In the Port Arthur Store mail room, Stella Black distributes parcels.



Melinda Harder, left, and Pamela Harratty, Winnipeg Correspondence Office, deftly sift through mail and place it in bunks, where it is picked up by departments.



In the Saskatoon Store's mail room, Katherine Gourlay fills a bag with outgoing mail.



Mailing operations in the Catalogue Building's Customer Relations department are handled by Lynda Ducharme, left, Elsie Toole, Dianne Shubyta and Judy Pelland.

Staff Put the Zing in



In the Port Arthur Store, Head Dispatcher Bill Strom, a 30-year man with Eaton's and his staff wrap the deluge of Christmas parcels to Lakehead customers.



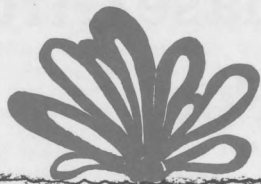
SANTA'S CHRISTMAS VILLAGE: Bob Williams helps direct the flow of youngsters who visit the Grand Old Gent from the North Pole in Winnipeg.



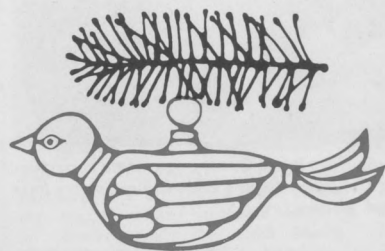
THE WINNIPEG MERRY CHRISTMAS SHOP STAFF are, from left to right, Lillian Laidler, Evelyn Johnson, Arlene Hagel, Sigrid Essig, Alma

Hawes, Harriet Ingham, Charlotte Wellard, Mabel Cooper, Lydia Wilson, Evelyn Zabaria, Isabel Oliver and Ann Oakden.

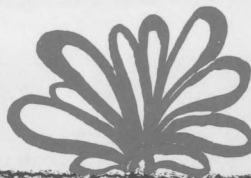
Christmas



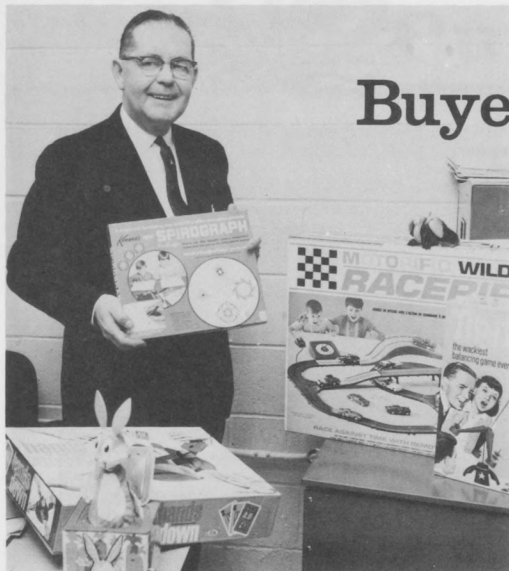
In the Girl Friday Shop in Winnipeg, Ev Ingram, left, and Eva Gara display a popular gift item.



FESTIVE FANTASIA: Winnipeg's Display Department created a breathtaking arrangement for gifts in the Christmas Fantasia shop on the 7th floor. Margaret Caine displays some of the gift items.



Mike Kubara, left, and Bob Duemig of the Winnipeg Furniture Department, stand behind a table filled with festive glassware.



Buyers Purchase Gifts For Festive Season

*Third in a series
on the men and women
who buy merchandise
for the Western Division.*

Toys to delight children. Commodity Merchandiser Clint Anderson displays some of the fun-packed merchandise he buys to interest young customers.



Lloyd Waddell, Commodity Merchandiser, right, and Hugh Sutherland, Commodity Buyer, investigate a housewares catalogue.



Commodity Merchandiser Bruce Cowley signs some correspondence for Connie Gallagher, Buying Office. Mr. Cowley buys china, pottery and glassware.

Gift-giving is one of the most popular customs associated with the Holiday Season. As retailing is a customer-oriented business, Eaton buyers pay particular attention to the Christmas gift market.

Many of the merchandise items bought by buyers in the 'C' Group Merchandise Office, Winnipeg Service Building, are sold in large quantities at this time of year. Among the gift-type items purchased by 'C' Group are toys, sporting goods, auto accessories, glassware, china, pots and pans, luggage and electrical appliances.

According to Divisional Merchandiser J. Yelland, who heads 'C' Group, this market is far from static and is constantly changing.

"The true challenge and real fascination of buying this type of merchandise comes from tracing and satisfying the shifting and expanding demands of customers," said Mr. Yelland.

Recognizing the clue that signals the start of a trend is particularly important, he added.

The most popular presents with children are, of course, toys. These toys often reflect the life of the times in which they were made.

"Many of the toys made today are a direct result of developments in space and electronics," said Commodity Merchandiser, Clint Anderson, a toy buyer.

However, many presents like dolls, trains and jigsaw puzzles remain popular, he added.

"In recent years there's been a resurgence of creative, educational toys like science kits, chemistry sets, phonographs and novelty games", said Mr. Anderson, a 31-year man with the company.

To become acquainted with new merchandise, Mr. Anderson attends annual toy fairs in New York and Montreal. The Canadian exhibit is held in the Place Bonaventure, the second largest merchandise mart in the world.

Eaton's also buys toys from many parts of the globe including such exotic places as Hong Kong, China, Japan and Africa.

Other festivities boost the sale of gift type merchandise. Commodity Merchandiser Bruce Cowley, a glass and dinnerware buyer, said that Centennial Year increased the sale of china and pottery commemorating Canada's first century.

"The trend today in china is towards brighter colours and more informal styles", he added.

A highlight of Mr. Cowley's recent European buying trip was a visit to one of the world's largest dinnerware centres — the Wedgewood factory at Stoke-on-Trent, England.

Expo and the Pan-Am Games also increased the sales of certain items. "Camping equipment, trailers and sleeping bags did well this year as a result of these events", said Bill Porter, Commodity Merchandiser. Mr. Porter also buys auto accessories, outboard motors and boats.

Like the rest of us, however, there's one thing the buyers can't predict, and that's the weather. Commodity Merchandisers Al Mellis, Sporting Goods, and Frank Smith, Hardware, find that plenty of snow is just the right climate for selling skis and snow throwers. ■



Commodity Merchandiser Al Mellis buys sporting goods.



Bill Porter, Commodity Merchandiser, purchases auto accessories, boats, camping equipment and outboard motors. Mr. Porter shown here with Sharon McCarthy, Buying Office.



Tom Carstens, Commodity Merchandiser, buys paints and luggage for the division. Mr. Carstens reviews a new luggage brochure with Eileen Panke, Buying Office.



Commodity Merchandiser Frank Smith explains an operating feature of a new TECO snow blower to Frank Stephen, Service Building.

news pictures

NEW EQUIPMENT TO AID SHOPPING-BY-PHONE

One of the largest telephone order boards in Western Canada is being installed by the Northern Electric Company, for the Manitoba Telephone System, on the third floor of the Winnipeg Catalogue Building. This new equipment, known as an

Automatic Call Distributor, is designed to handle incoming calls from customers with increased speed and efficiency.

The ACD will be ready for Catalogue Telephone order personnel in February.

The Store's cutover to the new equipment is slated for mid-1968.

How does it work? All calls to the Eaton special order board number, SU 3-2110, bypass the main switchboard and are channeled directly to the ACD. They're then automatically distributed evenly among the answering staff.

An added feature, to become effective when the Store and Catalogue operations merge, will enable Eaton staff to transfer the call back to the main switchboard at the customer's request. A control panel will indicate to the telephone order board supervisor the amount of traffic flowing into the system. Armed with this information, the supervisor can judge the number of staff needed to man the board's 148 answering positions.

"The speedy channeling of ACD incoming calls cuts waiting to a minimum," said Harry McIntyre, Communications Supervisor. "This new development will also relieve the pressure on the main switchboard and free more lines for direct calls," he added.

The Automatic Call Distributor is the first stage of a program to streamline Eaton's telephone facilities.



Communications Advisor Jim White of the MTS, second right, outlines an operating feature of the Catalogue Building's new telephone order board to Telephone System and Eaton personnel. From left to right are: Don Forsyth, Supervising Salesman — Major Projects, MTS; Marj McKenzie, Supervisor of the Catalogue Telephones; Mr. White and Harry McIntyre, Eaton's Communications Supervisor.



LAKEHEAD PHONES: The Port Arthur store combined the Retail and Catalogue telephone order personnel into one area to streamline the operation. The improved service and extensive telephone training have resulted in many comments from pleased customers.

Appointments

DIVISIONAL SALES ORGANIZATION

J. D. McDiarmid, Divisional Merchandise Presentation Manager.

WINNIPEG STORE

Miss J. B. Baumann, Display Manager.

POLO PARK STORE

A. V. Atwood, Operating Manager.
Miss M. G. Hamilton, Display Supervisor.

Interest Rate Up On Time Deposits

The rate of interest for Time Deposits has been increased to 6½ per cent annually. This includes the basic rate of 5 per cent plus a supplementary bonus of 1½ per cent.

Time Deposits not held to maturity will receive the rate of 5 per cent if payment is requested by the staff member during the first year. If payment is requested during the second year, then the rate of 5¾ per cent will apply.

Alice Collingwood Tops Suggestors' List

Staff won a total of \$75 from suggestion awards in Winnipeg and Saskatoon last month.

Alice Collingwood, China, won the top prize of \$15 for her suggestion that 'taken' sales bills should have a large, heavily printed X preceding the customer's signature.

Some six \$10 prizes were presented to the following:

Jean Markus suggested that names be printed on personalized towels featured in the Christmas Catalogue.

Ellen McDonald, General Office, suggested closing two small sections of the Valley Room. Posting of Company hours on the Sales Room Door, Service Building, won Jimmy Quinn, Life Assurance Office, an award.

Ethel Van Nes, Saskatoon Shopping Service, received a prize for her idea of improving service for out-of-town shoppers.

David Leckie, Security, suggested the posting of a sign to facilitate customers entering the sales room.

Special constructive thinking awards were presented to Chris. Eirikson, Catalogue Administration, and Florence Edwards, Catalogue Distribution.

Surprise Board

Staff in Regina came up with a great idea to keep customers posted on bargains during the Store's Surprise Sale, December 8.

Gabrielle Yates, Display, and Pauline Sheaffer, Advertising, wrote the outstanding buys in various departments on a large blackboard strategically located on the main floor.



MEDAL WINNER: Christopher Wilson, seven-months-old son of U.S. Army Lieut. David Wilson, wears the Bronze Star for heroism his father won in the Vietnam war. The boy's dad is the son of Catalogue Merchandise Control Supervisor Hugh Wilson, while his mother, Sandra, is the daughter of Alfred Croan, Men's Made-to-Measure in Winnipeg. Lieut. Wilson received the medal for preventing ammunition stores from catching fire during an enemy mortar attack.



PRIZE ROSE: Frank Brown, Winnipeg Bakeshop, centre, received the Eaton Rose Bowl trophy for the top rose in the 1967 Winnipeg Horticultural Society Exhibition. Mr. Brown, who grew a Peace Rose, was presented with his award at the group's annual meeting by W. Taylor, the society's secretary. Holding a rosette, at left, is Mr. Brown's wife, Ina.



Scaffolding drapes the Polo Park Store's east side where construction crews have been putting the finishing touches to the exterior wall. The new Eaton department store opens in May, 1968.



WINNIPEG SPECIAL: Divisional Sales Manager F. G. Muirhead presented cash awards to winners of the Winnipeg November Customers' Accounts Promotion contest. Receiving the prizes are, Mrs. M. Podolsky, second left, Mrs. H. MacKenzie and Mrs. I. Lester.



Prizes Galore for Contest Winners

Staff won \$180 worth of awards in two November contests promoting new Customer Accounts. The regular division-wide contest was supplemented by a special Winnipeg Store and Catalogue promotion.

Bryon McMillan of Port Arthur received the top divisional prize of \$75. The winners of the \$15 runner-up awards were: Mrs. W. Erickson, Winnipeg; Miss Martha Scheer, Re-

gina; Miss Delma Chapin, Brandon; Mrs. P. McElhoes, Winnipeg Catalogue; C. Appleby, Saskatoon; M. Glenda, Kenora and Robert Johnson, Port Arthur.

Winners of the Winnipeg special contest were: Mrs. M. Podolsky, who received \$50; Mrs. H. MacKenzie, \$25 and Mrs. I. Lester was awarded \$15.

SERVICE ANNIVERSARIES

25 YEARS

The Quarter Century anniversaries not in the photographs are:

Mrs. Emily Osinski, Order Preparation, Winnipeg, January 5.

Miss Ann Zuk, Order Preparation, Winnipeg, January 5.

Miss Mary Daman, Accounts and Control, Winnipeg, January 7.



Miss Gwen Willstrof, Dress Goods, Winnipeg, January 19.



Mrs. Sophie Golebiowski, Caretaking, Winnipeg, January 29.

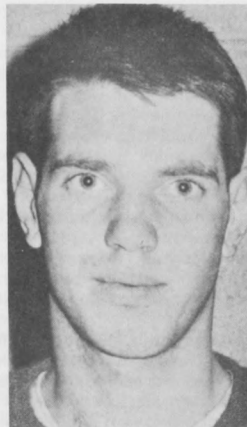


Mrs. Elsie Craig, General Office, Winnipeg, January 30.

Eatonians Selected for Hockey Team

Bob Owen and Ron Garwasiuk of the Regina Store were chosen to play on the Queen City's famous junior hockey team — the Regina Pats.

Bob, who hails from Regina, is a big, rugged left winger who joined the squad last year, while Ron, a native of St. Paul, Alberta, made his mark in junior hockey ranks when he was named most promising rookie in 1966. His tally last year was 31 goals and 35 assists.



Bob Owen, Draperies, Regina Store.



Ron Garwasiuk, Hardware, Regina Store.

Keep Holidays Happy

The Christmas - New Year holiday season is a time for friendship and happiness. This time of conviviality is sometimes marred when people don't take precautions against fire.

Many of our traditional Christmas customs — trees, coloured lights and

decorations — add to the hazards of fire in the home.

Here are some tips on how to keep your home safe:

- Stand your tree in water and keep the container full.

- Make sure your tree lights have no broken or bare wires or loose sockets.

- Keep anyone with a lighted cigarette away from the tree.

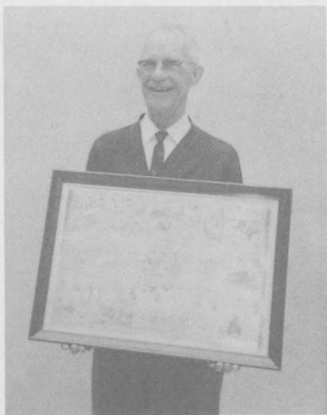
- Turn off all tree and indoor holiday lights before retiring or leaving the house.

Christmas is a time for happiness . . . and no time to be heedless of fire dangers.

Regina Treat for Children

The Regina store's new staff lounge was the scene of excitement during a recent children's party.

Refreshments were served by Doris Pitman, L. Scott, G. Sentes, R. Masters and V. Bruce. Music for the carol singing was supplied by Don Gray at the piano. The climax came with the arrival of the Grand Old Gent and his sack of presents from the North Pole.



Retired Eatonian Robert Orr's Centennial Project was the engraving of scenes from Canada's ten provinces and two territories on a silver plaque. Mr. Orr was a member of the Jewellery workshop.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

WINNIPEG

Mr. A. P. Carr, Foodeteria, 46 years of service.

Mr. R. Prynne, 5th Flr. Order Filling, 46 years of service.

Mr. G. Matthews, Printing Plant, 45 years of service.

Mr. J. M. Kellas, 8th Flr. Order Filling, 39 years of service.

Miss W. Dark, Advertising Production, 38 years of service.

Mr. W. J. Vivian, Printing Plant, 30 years of service.

Mr. Fred Waller, Paint Shop, 30 years of service.

Mrs. E. D. Wheeler, Ladies Dresses, 23 years of service.

Mr. A. Poersch, Caretaking, 21 years of service.

Mrs. I Ramsay, Telephones, 10 years of service.

SASKATOON

Mr. M. Bihler, Contract Sales, 21 years of service.



CHRISTMAS VISITOR: Eaton's Santa Claus (Lloyd Jones) visited the children's ward of the Winnipeg General Hospital, following the Santa Claus parade Nov. 18.



MAKES DISC: Mike Sambork, Winnipeg Merchandise Control, is a guitarist with a local musical group called the La Rosa Trio + 1. Recently the group made their first recording entitled "Italian Songs".

Merry Christmas

Eatonians Make Good Neighbours . . .



Jim Hill, Saskatoon Plant Supervisor, left, welcomes the Chief Scout of the Commonwealth Sir Charles Maclean to Saskatoon.

JIM HILL

Among the many Eatonians who make their communities a better place to live is Jim Hill, Saskatoon Plant Superintendent. For the past 42 years, he has been a vital force behind the Boy Scout Association in Saskatoon, and during that time he has trained over 700 boys and some 300 leaders in scouting.

Within the organization, Jim Hill holds the rank of Deputy Provincial Commissioner to the Saskatoon and Northern Regions.

Jim Hill helped put scout training in the space-age by his participation on the National Training Team, which over the last five years has developed new training guides.

During the Centennial Year, the tempo of scouting activities increased. In his position as Provincial Co-ordinator, he organized the Saskatchewan contingents that attended Boy Scout Jamborees in Nova Scotia, Saskatchewan, Alberta, Expo, and the 12th World Jamboree at Idaho. In 1963 he led one of twelve Canadian scout troops to the 11th World Jamboree in Greece.

Another highlight was the visit of Sir Charles Maclean, the Chief Scout of the Commonwealth, who took part in Saskatoon scouting activities during his recent Canadian tour.